AMENDMENTS TO THE CLAIMS

Claims 1 through 31 canceled.

32.   (New) A method of displaying on a user computer one or more logos, specific to the

particular user, on the user computer contacting a website associated with a merchant

computer in a communications system connecting the merchant computer and the user

computer, the communications system being also connected to such additional systems

server and user computers as may be necessary to carry out the method, having had the

preparatory steps previously performed of:

preparing at least one logo for display on the user computer on the user computer

contacting the merchant computer;

storing the logo and a logo identifier; and

additionally and separately storing the logo identifier on a user file;

then, on the user computer contacting a merchant computer and requesting the

downloading of a merchant page having a call code, the steps are preformed of:

the user file is retrieved;

at least one logo identifier is extracted from the user file;

the logo identifier is used to extract the logo;

the logo is added to the merchant page; and

the logo and merchant page are sent to the user computer.

33.   (New) The method as claimed in claim 32, in which there is more than one logo identifier

stored in the user file and on a request for downloading a merchant page the logo

retrieved is chosen through user interactions.

34.   (New) The method as claimed in claim 32, in which the logo extracted is chosen having

regard to one or both of the identify and category of the merchant site having the

merchant computer.

35.   (New) The method as claimed in claim 32, wherein the user file is stored in one of:

a database; and

a cookie.

36.   (New) The method as claimed in claim 32, wherein the user file is stored on one or more

of:

the user computer;

the merchant computer; and

a systems server computer.

37.   (New) The method as claimed in claim 32, in which the preparatory steps further include

obtaining information on the user and using the information to determine a specific logo

identifier to store.

38.   (New) The method as claimed in claim 32, in which sequentially the steps are preformed

of:

the user computer contacts the merchant computer and requests the

downloading of a page;

the merchant computer sends a page containing a request for the logo to

the user computer;

the user computer requests the logo from the systems server computer by

transferring the user file to the server computer;

the server computer sends the logo to the user computer; and

the user computer displays the page and logo.

39.   (New) The method as claimed in claim 32, in which there is stored different sizes of the

same logo and the size of logo is chosen for display having regard to one or both of:

the identity of the merchant computer; and

the call code of the page.

40.   (New) A computer program comprising program instructions for causing a computer to

carry out some or all of the method of claim 32.

41.   (New) The computer program as claimed in claim 40, embodied on a record medium.

42.   (New) The computer program as claimed in claim 40, stored in a computer memory.

43.   (New) A computer programmed to carry out some or all of the method of claim 32.

44.   (New) The method as claimed in claim 32 wherein each independent step is adapted to be

sequentially carried out between two or more jurisdictions.

45.   (New) A method of displaying on a user computer one or more logos, specific to the

particular user, on the user computer contacting a website associated with a merchant

computer in a communications system connecting the merchant computer and the user

computer, the communications system being also connected to such additional systems

server and user computers as may be necessary to carry out the method, having had the

preparatory steps previously performed of:

preparing at least one logo for display on the user computer on the user computer

contacting the merchant computer;

storing the logo and a logo identifier; and

additionally storing the logo identifier on a user file;

the method comprising:

receiving notification of a request having been received by a merchant computer for

the downloading of a merchant page having a call code;

retrieving the user file;

extracting at least one logo identifier from the user file;

retrieving the logo; and

having the logo sent for addition to the merchant page for display on the user computer.

46.   (New) A method of displaying on a user computer one or more logos, specific to the particular user, on the user computer contacting a website associated with a merchant computer in a communications system connecting the merchant computer and the user computer, the communications system being also connected to such additional systems server and user computers as may be necessary to carry out the method, some or all of the merchant computer and the additional systems server and user computers are outside the jurisdiction and for which method there is available for the user computer having been previously prepared, at least one logo for display on the user computer and a logo identifier stored on a user file, the method comprising::

the user computer contacts the merchant computer;

the user computer sends a request for the downloading of a merchant page having a call code;

said request comprising additional instructions for:

the retrieval of the user file;

extraction of at least one logo identifier from the user file;

retrieval of the logo;

the sending of the logo to the merchant computer with instructions to attach the logo to the merchant page;

and then, on the logo having been attached to the merchant page, the user computer receives the page and logo for subsequent use.

47.   (New) A method of retrieving via a communications network one or more logos, specific to the particular user and subsequently displaying said retrieved logo on display means associated with a user computer operable by a user, wherein the displayed logo is associated with further electronic data such that when the displayed logo is selected by the user that user is able to communicate with a merchant site in a predetermined manner, the method comprising the steps of:

   (i)   requesting a web page from a merchant computer adapted to run a website accessible via said communications network;

(ii)   transmitting the requested web page and a request for a logo to the user

computer;

(iii)   transmitting the request for the logo accompanied by a logo identifier

from the user computer to a computing server;

(iv)   retrieving the logo identified by the identifier from a database

associated with the computer server, and transmitting said retrieved

logo to the user computer;

(v)   displaying the logo and the web page on the user computer.

48.   (New) The method as claimed in claim 47, which includes the pre-performed initial steps

of:

(i)   preparing and storing the logo for subsequent display on the user

computer;

(ii)   associating an identifier with the logo so prepared, and

(iii)   storing the identifier in a file associated with, and accessible by, the

user computer.

49.   (New) The method as claimed in claim 47, wherein the further electronic data comprises instructions which facilitate a transaction between the user and the merchant.

50.   (New) The method as claimed in claim 47, wherein the further electronic data comprises instructions which enable payment to a merchant.

51.   (New) The method as claimed in claim 47 wherein each independent step is adapted to be sequentially carried out between two or more jurisdictions.